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TO: USPTO : FAX NO.: 571-273-8300
DATE: August 30, 2006 : NO. OF PAGES: 20 including cover

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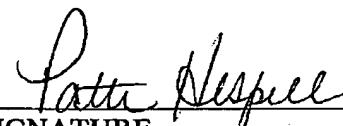
In Re: Patent Application of Michael A. Plotnick.

Conf. No.: 5480 : Group Art Unit: 2621
Appln. No.: 10/006,874 : Examiner: Nguyen, Huy Thanh
Filing Date: 14 November 2001 : Attorney Docket No.: T738-10
Title: Alternate Advertising in Prerecorded Media

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1. Amendment After Final (19 pgs.)

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Date: 8/30/06By Patti Hespell
Patti HespellMail Stop AFIN THE UNITED STATES PATENT AND TRADEMARK OFFICE**In Re: Patent Application of Michael A. Plotnick.**

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AMENDMENT AFTER FINAL

This paper is being filed in response to the August 25, 2006 *Ex Parte Qualye* Action in the above-identified patent application.

Please amend the above-identified patent application, without prejudice, as follows: